

Message Text

UNCLASSIFIED

PAGE 01 HELSIN 02907 131039Z
ACTION EUR-12

INFO OCT-01 ISO-00 SS-15 CPR-01 USIE-00 A-01 OPR-02
SY-05 NSCE-00 PA-02 PRS-01 SSO-00 /040 W
-----026406 131336Z /44
R 130858Z DEC 77
FM AMEMBASSY HELSINKI
TO SECSTATE WASHDC 2165

UNCLAS HELSINKI 2907

DEPARTMENT PASS USIA.
USIA FOR IEU

EO 11652: N/A
TAGS: OVIP, PDIP, FI
SUBJECT: VISIT OF MRS. MONDALE TO FINLAND: MEDIA COVERAGE

REF: HELSINKI 2904

1. MRS. JOAN MONDALE, AMBASSADOR RIDGWAY, AND MRS. BESS ABELL--
THE U.S. DELEGATION TO THE 60TH ANNIVERSARY CELEBRATIONS MARK-
ING FINNISH INDEPENDENCE--HAD A MAJOR PUBLIC AFFAIRS IMPACT
DECEMBER 5-6 DESPITE STRONG COMPETITION FROM SOVIET PREMIER
KOSYGIN AND ASSORTED NORDIC ROYALTY. THE WARMTH, SPONTANEITY,
AND FRIENDLINESS OF THE PRESENTATION OF THE AMERICAN DELEGA-
TION'S CREDENTIALS TO PRESIDENT KEKKONEN IN A NATIONALLY-
TELEVISED CEREMONY DECEMBER 5 MOVED SWEDISH-LANGUAGE DAILY
HUFVUDSTADSBLADET (CIR. 60,000) TO COMMENT: "SPEAKING OF A GOOD
SHOW, IT WAS STOLEN--NOT UNEXPECTEDLY--BY THE TRIO OF LADIES WHO
CONSTITUTED THE U.S. DELEGATION." HELSINGIN SANOMAT'S PHOTO
OF THE EVENT--CAPTURING FOR ITS 360,000 SUBSCRIBERS ALL THE
QUALITIES CITED ABOVE--COVERED FIVE FRONT-PAGE COLUMNS
EIGHT-INCHES HIGH AND WAS WIDELY COPIED THROUGHOUT THE COUNTRY.

2. COVERAGE OF THE INDEPENDENCE CELEBRATIONS PREDICT-
ABLY DOMINATED ALL NATIONAL MEDIA FOR THE TWO-DAY
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 HELSIN 02907 131039Z

PERIOD. RADIO AND TELEVISION NEWS PLAYED THE ARRIVALS
OF MRS. MONDALE AND KOSYGIN EQUALLY. PRESS PHOTO
COVERAGE OF MRS. MONDALE AND THE OTHER AMERICAN DELEGA-
TION MEMBERS WAS EXTENSIVE AND NEARLY EQUAL TO THAT
ACCORDED SOVIETS AND NORDICS. SPECIFIC EDITORIAL
COMMENT REGARDING INDIVIDUAL DELEGATIONS WAS LIGHT
ALTHOUGH INFLUENTIAL HELSINKI CENTER PARTY DAILY

SUOMENMAA DECEMBER 6 STATED THAT MRS. MONDALE'S VISIT QUOTE CONSPICUOUSLY EMPHASIZED THE ATTENTION WHICH IS DIRECTED (IN THE UNITED STATES) TO OUR DISTANT COUNTRY UNQUOTE. JYVASKYLA CENTER PARTY DAILY KESKISUOMALAINEN (CIRC. 64,000) FOLLOWED A SIMILAR EDITORIAL THEME BY TERMING MRS. MONDALE'S VISIT QUOTE NOT MERELY A POLITE GESTURE UNQUOTE BUT A REFLECTION OF QUOTE FINLAND'S CONTRIBUTION TO INTERNATIONAL POLITICS UNQUOTE. DECEMBER 15 ISSUE OF FINLAND'S PRESTIGIOUS WEEKLY NEWS-MAGAZINE SUOMEN KUVALEHTI (CIRC. 80,000) WILL INCLUDE LENGTHY FEATURE ON HER ENTIRE DECEMBER 4-9 VISIT. CLIPPINGS OF THIS ARTICLE AS WELL AS OTHER MATERIAL WILL BE FORWARDED TO THE VICE PRESIDENT'S OFFICE TO BE INCLUDED WITH PRESS MATERIAL PREPARED PRIOR DEPARTURE MRS. MONDALE'S PARTY.

3. IN POST'S VIEW, THE U.S. REPRESENTATION AT THE FINNISH CELEBRATIONS MADE A SIGNIFICANT AND LASTING PUBLIC IMPRESSION WHICH PERFECTLY REPRESENTED THE CORDIAL AND HUMAN QUALITIES WHICH CHARACTERIZE THE FINNISH-AMERICAN RELATIONSHIP. FOR THIS ACCOMPLISHMENT, WE MUST CREDIT MRS. MONDALE WHO, DESPITE THE RIGORS OF THE SCHEDULE AND THE HARSHNESS OF THE CLIMATE, SCORED A PERSONAL AND DIPLOMATIC TRIUMPH HERE. OR, AS THE PRESIDENT OF THE REPUBLIC OF FINLAND STATED ON NATIONAL TELEVISION DURING HIS WELCOME OF UNCLASSIFIED

UNCLASSIFIED

PAGE 03 HELSIN 02907 131039Z

THE DELEGATION, QUOTE WE'RE DELIGHTED TO RECEIVE A REPRESENTATIVE OF THE UNITED STATES WHO TRULY REPRESENTS THE AMERICAN PEOPLE UNQUOTE. RIDGWAY

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: VISITS
Control Number: n/a
Copy: SINGLE
Sent Date: 13-Dec-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977HELSIN02907
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770463-0714
Format: TEL
From: HELSINKI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19771263/aaaacazg.tel
Line Count: 98
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 57b3c305-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 HELSINKI 2904
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 03-Feb-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 261134
Secure: OPEN
Status: NATIVE
Subject: VISIT OF MRS. MONDALE TO FINLAND: MEDIA COVERAGE
TAGS: OVIP, PDIP, FI
To: STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/57b3c305-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009